

ABSTRACT OF THE INVENTION

This invention comprises a method and apparatus for authorizing, initiating and directing the transmission of data over the Internet from outside sources to a personal data base. According to the invention, an individual or family having a personal home page and desiring to maintain it as a private data base will have an access control card, or key card. The key card contains information in a form that is suitable for scanning by optical, electromagnetic or other retrieval means. The code includes the Internet address, and may include an authorization code for its owner's personal home page. In addition the owner may have a password for greater security of data access control. The purpose of the key card is to facilitate, control and direct transmission of data to the personal home page, limiting access to authorized sources.